

Get Ready to Take the Stage—Prepping Your Home for a Photo Shoot

The world is coming into your home on (Date)_____ (Time)_____.

Sherry Watkins with Go2REAssistant will be taking photos throughout the entire home highlighting all of its features, inside and out. We know you want each of these features to show at their best. These items are recommendations to help your home photograph at its best. You (or your agent) are more than welcomed to be there during the photo shoot, to possibly move items for the photo shoot. All rooms inside the house will be photographed, except for the laundry room unless it is oversized or has special features. Both the front and back yards will be photographed. Your home will be photographed “as is,” so be sure all areas are photo ready.

OUTDOORS—Many potential buyers do “drive-bys” before committing to an open house or showing, both in person, in print advertising and on the internet. Let’s maximize your home’s curb appeal and make visitors want to come inside.

- ❖ Freshen the porch and front door—
 - Clean and repair mailbox, street number and porch light
 - Flank the front steps or front door with a pair of large pots with colorful seasonal plants, for a pretty look
 - Clean the front door and polish the door’s hardware
 - Clean and sweep away all debris and cobwebs
- ❖ The Lawn
 - Mow and trim
 - Freshen the pine straw or mulch
 - Add some colorful annuals
- ❖ Clean the driveway, sidewalk and back patio(s)
 - Remove all vehicles from the driveway and from the street in front of the house
 - Use a pressure washer to clean your sidewalk, sidewalk and back patio(s)
- ❖ Cut clutter—
 - Get rid of any outdoor knickknacks like leftover holiday decorations, novelty yard ornaments or signs
 - Put away all toys—the children’s, pet’s and yours, too!
 - Please have all pets restrained or removed during the photo shoot. Although I am an avid pet lover, many potential buyers are not. We do not want the pets in the photos and they can be a distraction trying to keep them out from in front of the camera.

INDOORS—Your goal is to showcase your home at its cleanest, roomiest & brightest—Mop, vacuum & dust everything!

- ❖ Check & clean all light and ceiling fan fixtures—
 - Clean fixtures, wash globes & bulbs and use the highest wattage bulbs to brighten the home
 - All lights will need to be on for the photo shoot, be sure to check all recessed lighting
 - Ceiling Fans need to be turned off and lights on
- ❖ Windows—
 - Dust blinds, repair any broken blinds
 - Wash windows and dust sills inside and out
- ❖ Kitchen—
 - Clear countertops
 - Remove everything off the refrigerator
 - Remove all child and pet accessories (just during the photo shoot)
 - Wash all appliances so they sparkle
- ❖ Bathroom—
 - Clear off the counters and the shower/tub (no bottles, jars, hairdryers, toys, etc.) , we normally pull back the shower curtain to showcase the tile and/or fixtures (just during the photo shoot)
 - Fold and straighten towels or even better put out fresh towels
 - Put away all clothing, robes, etc.
- ❖ Cut clutter—
 - Don’t overstuff your rooms or shelves, 2 or 3 items per surface is enough
 - Pack away your knickknacks, magazines, remotes and oversized toys out of sight
 - Make all beds and put away all clothing, toys, shoes, etc.
- ❖ Fireplace—
 - Clean out the ashes & wash glass fire doors
 - Winter—set up logs to burn; Spring & Summer—A candle grouping or silk fern will fill that “black” hole.
 - If you have gas logs, leave instructions on how to light



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